

### **AMENDMENT TO THE CLAIMS**

**Please note:** This is a Reissue Application. Applicants respectfully submit that the requirements of § 1.121 do not apply to this Reissue Application, as they relate to amendments in applications other than reissue applications (see § 1.121(a)). The appropriate formatting to indicate changes to the claims in a reissue application is provided in accordance with § 1.173(d).

For convenience, the original patent Claims 1-45 are also provided.

1. (ORIGINAL) A method for generating a coupon, comprising:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price; and  
printing on the coupon an identifier based on the round-up amount.
2. (ORIGINAL) A method for generating a coupon, comprising:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;  
setting a coupon value based on the round-up amount; and  
printing on the coupon an identifier that is based on the coupon value.
3. (ORIGINAL) The method of claim 2 further comprising:  
setting a coupon feature based on a condition; and in which the step of printing comprises  
printing an identifier that is based on the coupon value and the coupon

feature.

4. (ORIGINAL) The method of claim 3 in which the coupon feature is a validity period.

5. (ORIGINAL) The method of claim 4 in which the step of setting a coupon feature based on a condition comprises:

determining a time of a previous transaction;

determine a time interval since the previous transaction; and

setting the validity period based on the time interval since the previous transaction.

6. (ORIGINAL) The method of claim 5 in which the step of setting the validity period based on the time interval since the previous transaction comprises

setting the validity period to be shorter than the time interval since the previous transaction.

7. (ORIGINAL) The method of claim 5 further comprising:

receiving a customer identifier; and in which the step of determining a date of a previous transaction comprises:

determining a date of a previous transaction that is based on the customer identifier.

8. (ORIGINAL) The method of claim 4 in which the step of setting a coupon feature based on a condition comprises:

determining a current time; and  
setting the validity period based on the current time.

9. (ORIGINAL) The method of claim 8 in which the step of setting the validity period based on the current time comprises:

setting the validity period to exclude an interval that corresponds to the current time.

10. (ORIGINAL) The method of claim 3 in which the coupon feature is a required item.

11. (ORIGINAL) The method of claim 10 in which the step of setting a coupon feature based on a condition comprises:

receiving a customer identifier;

determining a coupon redemption that is based on the customer identifier;

and

setting the required item based on the coupon redemption.

12. (ORIGINAL) The method of claim 11 in which the step of setting the required item based on the coupon redemption comprises:

setting the required item to be a predetermined item if the coupon redemption is greater than a predetermined threshold.

13. (ORIGINAL) The method of claim 11 in which the step of setting the required item based on the coupon redemption comprises:

determining an infrequent item that is based on the customer identifier; and

setting the required item to be the infrequent item if the coupon redemption is greater than a predetermined threshold.

14. (ORIGINAL) The method of claim 10 in which the step of setting a coupon feature based on a condition comprises:  
receiving a customer identifier;  
determining a number of past purchases of an item, the number being based on the customer identifier; and  
setting the required item based on the number of past purchases of the item.

15. (ORIGINAL) The method of claim 2 in which the step of setting a coupon value based on the round-up amount comprises:  
setting the coupon value based on the round-up amount and a condition.

16. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises:  
determining whether the purchase includes coupon redemption;  
setting the coupon value to a first value if the purchase includes coupon redemption;  
setting the coupon value to a second value if the purchase does not include coupon redemption, the second value being greater than the first value, the first value and the second value being based on the round-up amount.

17. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises:  
determining a payment type; and

setting the coupon value based on the payment type.

18. (ORIGINAL) The method of claim 17 in which the step of setting the coupon value based on the round-up amount and a condition comprises: determining whether a payment type is currency; setting the coupon value to a first value if the payment type is currency; and setting the coupon value to a second value if the payment type is not currency, the second value being greater than the first value, the first value and the second value being based on the round-up amount.

19. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises: determining whether a frequent shopper identifier is received; setting the coupon value to a first value if a frequent shopper identifier is received; and setting the coupon value to a second value if no frequent shopper identifier is received, the second value being greater than the first value, the first value and the second value being based on the round-up amount.

20. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises: receiving a customer identifier; determining a coupon redemption that is based on the customer identifier; and setting the coupon value based on the coupon redemption.

21. (ORIGINAL) The method of claim 20 in which the step of setting the coupon value based on the coupon redemption comprises:  
determining a number of transactions based on the customer identifier;  
determining a number of coupons redeemed based on the customer identifier;  
calculating a redemption rate based on the number of coupons redeemed and the number of transactions; and  
setting the coupon value based on the redemption rate.

22. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises:  
receiving a customer identifier;  
determining an acceptance rate that is based on the customer identifier; and  
setting the coupon value based on the acceptance rate.

23. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises:  
receiving a customer identifier;  
determining a number of transactions that is based on the customer identifier; and  
setting the coupon value based on the number of transactions.

24. (ORIGINAL) The method of claim 23 in which the step of setting the coupon value based on the number of transactions comprises:  
setting the coupon value to a first value if the number of transactions does not correspond to a multiple of a predetermined number; and

setting the coupon value to a second value if the number of transactions corresponds to a multiple of a predetermined number, the second value being greater than the first value, the first value and the second value being based on the round-up amount.

25. (ORIGINAL) The method of claim 15 in which the step of setting the coupon value based on the round-up amount and a condition comprises: receiving a customer identifier; determining a number of coupons redeemed that is based on the customer identifier; and setting the coupon value based on the number of coupons redeemed.

26. (ORIGINAL) The method of claim 25 in which the step of setting the coupon value based on the number of coupons redeemed comprises: setting the coupon value to a first value if the number of coupons redeemed does not correspond to a multiple of a predetermined number; and setting the coupon value to a second value if the number of coupons redeemed corresponds to a multiple of a predetermined number, the second value being greater than the first value, the first value and the second value being based on the round-up amount.

27. (ORIGINAL) The method of claim 2, in which the identifier comprises a bar code.

28. (ORIGINAL) The method of claim 27, further comprising: encoding the coupon value in the bar code.

29. (ORIGINAL) The method of claim 27, further comprising:  
encoding a coupon feature in the bar code.

30. (ORIGINAL) The method of claim 2, further comprising:  
storing the coupon value in a record that is determinable from the identifier.

31. (ORIGINAL) A method for generating a coupon, comprising:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
printing on the coupon an indication of the round-up amount;  
printing on the coupon an indication of an upsell;  
receiving an indication of the round-up amount on a coupon; and  
exchanging the round-up amount for the coupon.

32. (ORIGINAL) The method of claim 31 in which the indication of a  
round-up amount comprises a bar code.

33. (ORIGINAL) A method for generating a coupon, comprising:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
setting a coupon value based on a predetermined multiple of the round-up



amount; and  
printing on the coupon an identifier that is based on the coupon value.

34. (ORIGINAL) The method of claim 33 in which the step of setting a coupon value based on a predetermined multiple of the round-up amount comprises:

setting the coupon value to three times the round-up amount.

35. (ORIGINAL) A method for generating a coupon, comprising:

generating a purchase price of a purchase;

generating a rounded price;

calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;

determining whether the purchase includes coupon redemption; and

if the purchase includes coupon redemption,

setting a coupon value based on the round-up amount, and

printing on the coupon an identifier that is based on the coupon value.

36. (ORIGINAL) An apparatus for generating a coupon, comprising:

a storage device; and

a processor connected to the storage device,

the storage device storing a program for controlling the processor; and

the processor operative with the program to:

generate a purchase price of a purchase;

generate a rounded price;

calculate a round-up amount, the round-up amount being a difference

between the purchase price and the rounded price; and  
print on the coupon an identifier based on the round-up amount.

37. (ORIGINAL) An apparatus for generating a coupon, comprising:  
a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
generate a purchase price of a purchase;  
generate a rounded price;  
calculate a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
set a coupon value based on the round-up amount; and  
print on the coupon an identifier that is based on the coupon value.

38. (ORIGINAL) An apparatus for generating a coupon, comprising:  
a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
generate a purchase price of a purchase;  
generate a rounded price;  
calculate a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
print on the coupon an indication of the round-up amount;  
print on the coupon an indication of an upsell;

receive an indication of the round-up amount on a coupon; and  
exchange the round-up amount for the coupon.

39. (ORIGINAL) An apparatus for generating a coupon, comprising:  
a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
generate a purchase price of a purchase;  
generate a rounded price;  
calculate a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
set a coupon value based on a predetermined multiple of the round-up  
amount; and  
print on the coupon an identifier that is based on the coupon value.

40. (ORIGINAL) An apparatus for generating a coupon, comprising:  
a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
generate a purchase price of a purchase;  
generate a rounded price;  
calculate a round-up amount, the round-up amount being a difference  
between the purchase price and the rounded price;  
determine whether the purchase includes coupon redemption; and

if the purchase includes coupon redemption,  
set a coupon value based on the round-up amount, and  
print on the coupon an identifier that is based on the coupon value.

41. (ORIGINAL) A computer-readable medium encoded with a program for implementing a method for generating a coupon, said processing instructions for directing a computer to perform the steps of:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price; and  
printing on the coupon an identifier based on the round-up amount.

42. (ORIGINAL) A computer-readable medium encoded with a program for implementing a method for generating a coupon, said processing instructions for directing a computer to perform the steps of:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;  
setting a coupon value based on the round-up amount; and  
printing on the coupon an identifier that is based on the coupon value.

43. (ORIGINAL) A computer-readable medium encoded with a program for implementing a method for generating a coupon, said processing instructions for directing a computer to perform the steps of:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;

printing on the coupon an indication of the round-up amount;  
printing on the coupon an indication of an upsell;  
receiving an indication of the round-up amount on a coupon; and  
exchanging the round-up amount for the coupon.

44. (ORIGINAL) A computer-readable medium encoded with a program for implementing a method for generating a coupon, said processing instructions for directing a computer to perform the steps of:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;  
setting a coupon value based on a predetermined multiple of the round-up amount; and  
printing on the coupon an identifier that is based on the coupon value.

45. (ORIGINAL) A computer-readable medium encoded with a program for implementing a method for generating a coupon, said processing instructions for directing a computer to perform the steps of:  
generating a purchase price of a purchase;  
generating a rounded price;  
calculating a round-up amount, the round-up amount being a difference between the purchase price and the rounded price;  
determining whether the purchase includes coupon redemption; and  
if the purchase includes coupon redemption,

setting a coupon value based on the round-up amount, and  
printing on the coupon an identifier that is based on the coupon value.

46. The apparatus of claim 37, in which the identifier comprises a bar code.

47. The method of claim 46, in which the processor is further operative to:  
    encode the coupon value in the bar code.

48. The computer-readable medium of claim 42, in which the identifier  
    comprises a bar code.

49. The computer-readable medium of claim 48, in which said processing  
    instructions are for directing a computer to further perform the step of:  
        encoding the coupon value in the bar code.